45 Powerful Tips for Earning What You Are Really Worth

By: Mikelann Valterra

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Who is Mikelann Valterra?

Mikelann Valterra is the director of the Women’s Earning Institute and she is passionately devoted to helping women earn at their potential. Mikelann is a published author, dynamic speaker and expert on women’s work, money and earning issues. For over a decade, she has empowered women to overcome self-sabotaging beliefs about wealth, transform their relationship to money, and unlock their earning potential.


With a Master’s in Conscious Studies and over a decade as a Financial Recovery Counselor, Mikelann brings a deep understanding of psychology and human potential to the fields of feminine success psychology and money matters. She specializes in understanding the emotional and psychological connections behind why women undersell themselves and providing women the tools to make more money and earn at their potential.

Mikelann has appeared on dozens of radio shows, television spots and in newspapers across the United States. From KOMO News 4 to the Chicago Tribune, she empowers women to earn more. In addition to speaking throughout the United States, Mikelann is on the faculty of the Financial Recovery Institute. She is a past board member of Women Business Owners, as well as a member of the National Speaker’s Association.

Learn more about Mikelann and her work at [http://www.womenearning.com](http://www.womenearning.com).
If you’re tired of making too little money, and ready to earn what you’re really worth, these 45 tips are guaranteed to help. Of course, they only work if you take action. So read them through, then pick one to focus on or implement each week.

1. **Set an income goal for yourself.** Studies show that people with income goals make more money. Even if you don’t hit your exact goal, you are more likely to get close to your goal if you have a goal.

2. **If everyone can afford you, you are not charging enough money!** Not everyone should be able to afford your services. If everyone can afford you, raise your rates 10 percent.

3. **Resist perfectionism!** Are you waiting until you are perfect to raise your rates or take your business to the next level? If you are waiting until you have the perfect website, more experience, the perfect credential etc, you may be waiting too long. Men are not waiting until they’ve mastered every aspect of their business before they ask for more. You are good enough right now. Go for it!

4. **Affirm to yourself “I am worth making great money”**. Repeat this to yourself forty times a day for a month. Once a week during this month, journal on what is coming up for you as you continue affirming that you are worth making great money.

5. **On average, people need to be exposed to you seven times before it occurs to them to hire you.** Seven times! This could be a combination of meeting you, seeing your newsletters or hearing about you from other people. Seven times! Be visible.

6. **“Noble Poverty” is the (often unconscious) belief that there is virtue in not having a lot of money.** What do you believe? If you believe having money is bad, it will be difficult to make, and keep, great money. Be conscious of what you believe.

7. **Compile a list of wealthy people whom you like and respect.** This will help change any negative views of the wealthy you have that hold you back from having wealth yourself. Keep this list handy and add new role models to it as you become aware of them.

8. **Don’t assume things are beyond your control.** Stop being passive. We determine our own worth to a large extent. But men believe this more…
...than women. Studies show that women tend to think outside forces control how much they will be paid. Assume that you are in control.

9. **Stop waiting for all opportunities to be equally and fairly advertised.** Opportunities are all around you. Ask yourself weekly—what opportunities are presenting themselves to me? If you are curious about something, ask. You never know what is possible!

10. **Ask yourself, what do I need to earn to make my heart sing?** Focus on the amount of money that makes you say, “I’m so happy! I can’t believe I’m making this much money!” Believe it.

11. **Don’t expect to be comfortable when telling people what you charge.** Stretch yourself. If you stay in your comfort zone, you won’t make that much money. Be uncomfortable. Eventually, the stretch will feel normal. When it does, stretch yourself again.

12. **Raise your rates either every year or at least every other year.** Otherwise, you are falling behind. Business expenses continue to rise. Your experience continues to grow. Your rates should grow too.

13. **Prince charming is anything or anyone that we hope will rescue us.** What do you hope will happen so you don’t have to focus on maximizing your own earning power? What is operating as a form of “prince charming” in your life? Be your own charming princess.

14. **If you want to make more money, you will have to risk more.** It is a risk to raise your rates or propose something new. And risking doesn’t always pay off. That is why it is so stressful. Remember that risk taking is really about learning to tolerate anxiety. How can you take better care of yourself to deal with the increased anxiety?

15. **Practice building your risk-taking muscles.** Women often wait until we feel comfortable, until we are ready, until it is safe to proceed. We simply don’t risk enough. Stop waiting until you feel “ready” and try things that might feel uncomfortable. Start small and keep going.

16. **Know how much money you need to make.** Just saying, “I need to make more” doesn’t help you. How much more? The clearer the goal, the greater the probability you will achieve it. If you know exactly how much money you need to live the life you want, the more likely you are to earn that amount.
17. **Say no to debt.** Debt creates the illusion there is more money available than what we earn. Using debt means we may honestly not know if we are earning enough money. And when we have access to debt we have little incentive to maximize our earning potential. Live on what you earn. Say no to debt.

18. **It’s time to reconcile making a profit with providing a service.** You deserve to earn a profit from your service. And if you don’t make a profit, you will soon lose the ability to offer your service to people outside your close friends and family. You owe it to the world to make a profit and have a viable business.

19. **Know that it is normal to feel scared about marketing yourself.** Marketing (increasing our visibility) increases our anxiety, so find ways to self-soothe. When you are actively marketing, eat better, get more sleep and find time to connect with friends and family.

20. **Reward yourself for risk-taking.** If you are really putting yourself and your business out there, it can feel scary. Find ways to reward yourself for this. The reward should be based on your effort, not on the result.

21. **Having a business support group is crucial to growing your business.** A support group combats isolation, lends support and sometimes offers advice. It is a place to be real. Find one or create your own. You deserve support!

22. **If you want to improve your relationship with money, try talking to money.** Sit down and write out a conversation, between you and money. You may be surprised at what you find, once you let money have its own voice.

23. **Fight the “Good Girl Syndrome”.** If you want everyone to like you and you don’t want to make anyone mad, than the Good Girl is alive and well in you. You must be willing to take care of yourself first. If you live in fear of inconveniencing everyone, it’s hard to make great money.

24. **Remember what they tell us on planes: put your own oxygen mask on first, and then help your children.** You must take care of yourself first, if you are to help others. If you attend to your own financial life, you will be a better position to help those around you.

25. **If more than one client has told you what a great deal you are, it is time to raise your rates.** Raise your rates by ten percent right now.
26. **If you and your spouse are both working full-time, regardless of how much money you make, you should not be doing more domestic work than your partner.** Talk about this. Negotiate ways to free yourself up from an unfair and energy sapping “second shift”. Otherwise it will be hard to earn great money.

27. **Redefine your definition of success.** Success is when you stick up for yourself and ask for what you want. If it actually works, that is a second success! Focus on collecting the first success of asking for what you want. The second will likely follow on its own.

28. **Ask yourself this question: How much money do I need to make in order to not resent doing the work?** This is your “resentment number”. Know your resentment number and strive to never go below it.

29. **Spend one third of your time around people who make more money than you do.** Otherwise, you risk hanging out with people who all share the same comfort zone and earning more will feel very difficult.

30. **If you want to make more money, find “way-showers”.** Find women whom you respect a great deal, who make great money. If they can do it, so can you! Learn from them.

31. **Remember there are three options when you are offered a job/project:** You can accept it as is, you can walk away, or you can negotiate. People often forget about option number three!

32. **Stop expecting the business world to be a “fair” place.** Working hard and waiting for things to fall in your lap rarely works. You get what you demand, not necessarily what you deserve. So start asking for what you want!

33. **Practice thinking in terms of “win-win” when it comes to charging clients money.** You earn the money you deserve and they receive the fabulous results from your work! That is win-win.

34. **Remember that negotiation is fundamentally about taking care of yourself.** It is simply having a conversation about how to get what you want and need. You matter!

35. **Never negotiate without determining what your bottom line is first.** What is the least amount of money you are willing accept? Know this…
…number before you talk about compensation. Commit to not going below it.

36. **Here is a challenge: find out what three men charge who do similar work.** The results might surprise you!

37. **Think about compensation research as the “blue book” value on a car.** You would never buy a car without doing some research on similar cars. Projects are even more important. If you are going to “buy” or “sell” a job/project, do your research!

38. **When offered a lump sum for a project, say, “May I ask at how you arrived at that?”** That will open up the conversation. It is important to understand what people think is, and is not, included.

39. **When someone tells you how much they are going to pay you, repeat what they said, and then sit there quietly.** People don’t like silence. They will often give you more information as you sit there in silence.

40. **When trying to figure out what rate to set, find out what five other professionals charge, who offer similar services.** Make sure you also find out what is included in their service, so you are comparing apples to apples.

41. **Never simply accept what someone is going to pay you.** Always negotiate. Always. Counter with a better number and why you think this is appropriate, given your skills, experience or the results you will be providing.

42. **Bill for all your time.** If you’re underbilling your clients, they have no idea how much time and work you put in. You are training them into thinking you can get things done in an unrealistic timeframe. And you are underselling yourself.

43. **If you chose to give your time away, invoice your clients anyway, so they can see the time you put in.** It may say “no charge” after the amount, but this way they will not take you for granted!

44. **Practice charging your full fee.** You are worth it! Remember that people value what they pay for and take their work with you very seriously if they are paying full price.
45. **Be wary of excessive volunteering.** If you would like to make more money, but all your energy is going into non-paid volunteer work, you will not have the energy necessary to make more.

Congratulations! Just reading these 45 tips is a terrific start down the path to earning more. But you still need to learn how to set, raise and communicate your rates the right way. Otherwise you’re risking alienating clients and losing sales.

The best resource out there for setting your rates is The Rate Setting Toolkit!

It’s filled with simple guidelines, formulas and scripts for setting and communicating your rates in a way that feels good to you—and your clients. Plus, you get two powerful audios for moving past your internal roadblocks to earning more.

Grab your very own copy at [http://www.ratesettingtoolkit.com](http://www.ratesettingtoolkit.com) and start earning more today!

"I increased my income by over $2800 a month by using the rate-setting toolkit. I was amazed at how easy it was to change my attitude and approach to my fees by following these simple steps. **If you have ever wanted to charge more or have even thought about changing your rates, read this first!** You’ll avoid some big mistakes and you’ll find out why you should be changing your rates today. Mikelann’s method is a practical way to make sure you are charging what you should be.” - Joan Casey M.S.W.

"I found this workbook very helpful! I particularly appreciated the examples on what to say when raising rates and setting a cancellation policy. It is funny, as a trained therapist, I feel like I should know exactly how to handle those situations, but that is not something on which we ever receive training. Thank you— this workbook makes rate setting and communication of rates so much less daunting.” Dr. Jane Tornatore, Psychotherapist

“Since reading Mikelann Valterra’s workbook, I’ve made up my mind to quit waiting until I have more education and/or experience in my business. I’m going to believe that I’m worth it now and act accordingly. **This workbook is a great resource and one I’ll refer back to often.** It’s easy to read and gives specific action steps I can take. **All women in fee-for-service businesses will find it extremely useful!**” Cathy Fullerton, Investment Real Estate Specialist